

**REMARKS**

This response addresses those issues raised in the Office Action mailed February 25, 2004. Applicants initially would like to thank the Examiner for the careful consideration given to this case. Through the above claim amendments and the following remarks, Applicants have addressed each and every rejection issued by the Examiner. After amendment Applicants believe that each claim is in condition for final allowance, and reconsideration and prompt notice of allowance is respectfully requested.

**§ 102(e) Rejections**

The Examiner rejected Claims 1-2, 4-6, 13 and 17 under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 6,385,595 to Kolling et al. (“Kolling”). Specifically, the Examiner stated that Kolling teaches an electronic statement presentment system in which statements are built using a template authoring workstation and transmitted over a server to a customer. The Examiner goes on to state that the “template” is created using common software tools and is sent to an end user in some electronic format, such as a .PDF. The Examiner then goes on to discuss the dependent Claims 2, 4-6, 13 and 17 and argue that these aspects of the present invention are also included in Kolling.

Respectfully, Applicants disagree with the Examiner’s view of the scope of the present invention. Kolling merely describes a system in which one party uses a common software program to create a .PDF “template” and then transfers that .PDF template to another user to fill out. The end user can not customize the template in any way, and any customization certainly would not be sent back to the claimed PDF-rendering engine so that changes may be reflected in real time, as they will appear on an end product.

In contradistinction, the present invention is directed to a “dynamic” web-based design editor used in close combination with a PDF-rendering engine to design and edit (with the possibility of saving a partial design for later editing) a product (such as a business card, stamp or stationary), all the while receiving updated versions of how the final product will appear (via the PDF-rendering image). Kolling’s “one-shot” creation of an electronic template, and later sending of that template to a user to fill out, misses the point of the present invention entirely.

While Applicants believe that the present claims have not been given an accurate construction by the Examiner, in order to further the present prosecution, Applicants have decided to amend the independent claims in the present application. As such, the web-based design editor of Claim 5 (for example) has been incorporated into previously presented Claim 1 along with additional detail. With this additional detail, it is clear that Kolling and the other cited references do not teach or describe the claimed invention.

Specifically, the concept of the “dynamic web-based design editor” has been literally incorporated into Claim 1 (and the other independent claims). Moreover, the functionality of this dynamic web-based design editor has been explained to provide for constant communication between the web-based design editor and the PDF-rendering engine such that initial design choices and subsequent changes that are made to these initial design choices are sent to the PDF-rendering engine (e.g., as name-value pairs) and a PDF of the “current” final product design is immediately sent back to the user.

This interactive design editor working with a real-time PDF-rendering engine is not found in the static and remote design process of Kolling, and Kolling does not provide for any type of real time editing of the product design (e.g., stamp, stationary or business card). Further, none of the other cited references include the

concept of the dynamic web-based design editor with associated PDF-rendering engine.

Similarly, the second function of the PDF-rendering engine – the ability to send the PDF directly to a manufacturing computer that can produce the product (*see, e.g.*, Claim 4) is not found in any reference. In sum, the two claimed functions of the PDF-rendering engine (dynamic up-front product design and back-end manufacturing) are completely missing in the art, although the general use of the PDF document format is, of course, known.

Because the above amendments have been made to each independent claim, each dependent claim is allowable for at least these same reasons. As such, each and every claim is in condition for final allowance, and notice to such effect is respectfully requested.

### **§ 103(a) Rejections**

The Examiner rejected the remaining claims through some combination of Kolling with U.S. Patent No. 6,345,278 to Hitchcock et al. (“Hitchcock”) and 5,819,092 to Ferguson et al. (“Ferguson”). None of these combinations address the amendments made to the independent claims, and each of the 103 rejections is therefore moot. However, Applicants will take this opportunity to distinguish all of the references cited by the Examiner, in turn.

Hitchcock teaches using name-value pairs, a PDF or other standard data structures to transmit applicant data from a database to an institution. The present claims stipulate name-value pairs as transferring the data from the user’s computer (where the dynamic web-based design editor runs in the user’s web browser) to a remote web server for storage in a database and for the creation of a final PDF.

Further Hitchcock references the online forms as customizable but does not teach customization via real-time web page submission. The present product design is specifically customizable directly via the user's web browser – elements may be added, changed, or deleted as well as repositioned within the defined space of the product design in real time, without server side code involvement. As a result, the transmission of data to the server-side PDF generating engine our product (represented by the server-side rendered PDF image) is specifically customizable through the editor/designer in real time wholly within the web browser.

Ferguson teaches Drag-and-Drop, but only in reference to the "development of an online service". Drag-and-Drop is only one method. The present invention may ignore drag-and-drop and place/keep elements in static positions defined by the template. The present invention is not a tool to develop an online service; rather, it is an online service that is itself a tool allowing the graphic manipulation of customizable templates and data embodied therein. At any point in the design process, the data and name-value pairs can be sent to the server for rendering of a PDF image. In addition, using any PDF image created using the system that is stored on the server, the editor/designer can be started with its name-value pairs and graphic representations set exactly as they were when the image was saved. The template image or data therein can be then be edited and used to render and save a newly modified PDF image.

In view of the claim amendments and the above remarks, it is believed that the present application is in condition for final allowance and notice to such effect is respectfully requested. If the Examiner believes that additional issues need to be resolved before this application can be passed to issue, the undersigned invites the Examiner to contact him at the telephone number provided below.

Respectfully submitted,



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